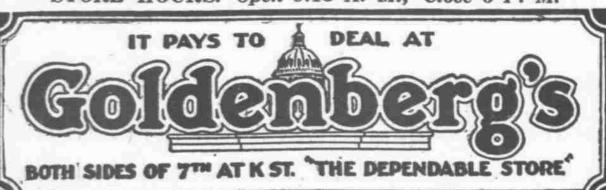
STORE HOURS: Open 9:15 A. M.; Close 6 P. M.



# July Clearance Sale Presents an Extraord

Hundreds of New Lots of Seasonable Merchandise and Still Further Reductions Planned to Make

Though all merchandise is becoming more valuable every day, this fact has not been allowed to interfere with our July at substantial reductions from today's market values. Throughout the entire store the opportunities for money-saving are wide

## Extraordinary Sale of \$1.00 Printed Chiffon Voiles, 40-in. wide, at 79c yd.

The Season's Choicest and Most Sought-After Dark Printings, in a Wide Array of Lovely Styles and Effects for Midsummer Frocks

A sale of several thousand yards of beautiful new Printed Voiles in which high quality merchandist is linked with pronounced savings-as the result of a timely underprice purchase. Women who need new summer frocks will not miss this wonderful opportunity.

These handsome Printed Voiles are made of the finest selected yarns, extra soft chiffon finish, and in fineness of texture, appearance and "feel" look like the finest georgette crepe. The patterns are exact reproductions of the designs shown in georgette selling at double the money.

Extensive variety of the very newest effects-principally in the exquisite dark grounds, including plenty of navy blue, gray and Copenhagen-which are generally used this season for fashionable dresses. Width, 40 inches. Sale price. 79c yard.

#### 50c Beautiful Printed Voiles 38 and 40 inches wide at . . .

There never was such a season for voiles—their popularity is universally recognized. In tomorrow's sale you can secure several attractive summer dresses at much below their true value. A wonderful range of charming new styles to select from, including scores of dainty colorings in light grounds, with stripes, checks, plaids, broken checks and figures predominating. Extra fine sheer two-ply grade -38 and 40 inches wide-at only 36c a yard.

35-inch Crepe de Chine, 48c Crepe de Chine, a beautiful silk and cotton weave with the same finish and texture of the expensive all-silk material. In a complete assortment of all wanted street and evening shades; also plenty of black

79c Colored Chiffon Voile, 69c

44-inch plain-color Chiffon Voiles, a fine sheer two-ply grade, with beautiful soft fine sheer quality, chiffon finish. Shown in a good assortment old rose, etc., etc. of street and evening shades; also black.

Women who can find use

this summer for another

trimmed hat or two may

choose from a great variety

of the most beautiful sum-

mer millinery at a great

saving in this clearance sale.

Goldenberg's-Second Floor.

Extra heavy Double-thread Huck

Hemmed Huck Towels, fast-color

Goldenberg's-First Floor.

Towels, with space for monogram;

red borders; suitable for hand or side towels. Firm-woven absorbent

grade; size 14x28 inches. 12/2C

Dusting Caps, assorted styles 10c

Misses' and Children's Silk Einstle

Women's Elastic Sanitary 12c

Women's Sanitary Aprons, full women's Santas regularly 48c

The Victoria Ribbon Leaders,

and colorings; neatly made ....

rubber covered buttons; all sizes; regularly 25c pair... 15C

Tomato Pin Cushions,

Worth 16c

They are hats of charm and distinction, in a variety to

meet every requirement. Georgette Crepe Hats, in navy,

orchid, pink and white; hats of the true midsummer type with

flowers, or in tailored and unusual ribbon-trimmed effects;

Black Net and Maline Hats, wide brimmed or in smaller shapes,

with draped satin crowns. Burnt ostrich in sweeping osprey

Sport Hats for Summer Wear

July Sale of Towels

At Timely Savings

summer use-offered in this sale at prices that warrant your

supplying your needs for a long time to come. Such a sale may not occur again for many months-take advantage of

Share in the Good Savings

So Liberally Provided in This

Sale of Notions

those little dressmaking needs you'll want for vacation use

Take advantage of the low prices to "stock up" with all

Hundreds of them-most every kind and size wanted for

Combination Sport Hats of fancy braids and

Wenchow and Panamette Hats, with bands and

effect add to their smart appearance.

Double-thread Bleached

Turkish Towels, close-woven, absorbent grade, for bath use; neat blue borders. Sizes 20x38 39c inches. Worth 50c

Extra fine grade Turkish Towels,

plain white and fancy weaves, large size; heavy double 50c

thread weaves. Worth 75c., 59c

close-woven grade, for face or 29c bath use. Worth 39c each ...

or for summer requirements.

dium and large sizes; regular 29c

lengths; fine mercerized finish: 10c Cable Elastic, three-quarter yard

Clark's Anchor Brand Cotton,

black and white; for sewing or 4c

Dressmakers' Pins, in bulk: 15c

colors; neat, pretty designs; 10c

Featherstitch Braid, white and

La France Hair Wavers, ten on

basting .....

All-white Turkish Towels, fine

59c Printed Voiles, 49c

40-inch Printed Voiles, white and pastel grounds, with beautiful floral designs; extra fine sheer quality, in pink, rose, light blue,

Goldenberg's-First Floor.

Our Fourth Floor Section Comes Forward Tomorrow With a Clearance Sale of

# \$12.95 Stenciled Grass Rugs



9-12 Foot, Room Size---Every Rug Perfect

This sale presents the biggest and best opportunity offered thus far to purchase rugs with all-the-year-round serviceability at tremendously fine savings. These Stenciled Grass Rugs are of heavy, firm-woven quality, strong and durable, and superior to many other makes of grass rugs. Excellent selection of patterns and colorings, including green, blue, tan and brown, in key, band or scroll borders, as well as floral and medallion designs. All are double warp and stenciled with very best paints.

Stenciled Grass Rugs. size 41/2 ft. by 71/2 ft. Regular \$5.00 values at

Odd Size Crex Rugs \$9 to \$12 Values at \$6.85

Crex Rugs, each bearing the tradecrex Rugs, each bearing the trademark ticket proving them to be the genuine Crex Rugs, in blue, brown or green stenciled designs. Sizes include 6x9 feet, 5½x9 feet, 5x9 feet, 7x8 feet, 6½x8 feet and 6x8 feet, also 4½x7½ feet. These odd size rugs fill in many spaces around to a better advantage that the larger sizes. All strictly perfect quality.

and \$16.50 at \$10.95

8x10 feet La Belle Rugh Rugs in handsome stenciled designs, in oriental, neat border and medallion patterns, colorings of rose, blue, tan. green and brown. Also Hodges' make Wool Fiber Rugs, large room size, 9x12 feet, in all the best and most desirable colorings.

La Belle Rush & Wool & Fiber Rugs, Worth \$15 and \$16.50 at \$10.95

Stenciled Grass Rugs. size 3 ft. by 6 ft. Regular \$3.00 values at

Genuine Congoleum Rugs in oriental designs, light and dark colorings. Complete with border at sides and ends. Size 41/2 x41/2 gray and lavender, with arrow and feet, just what is needed for band borders. (First Floor). small rooms and apartments.

\$2.50 Congoleum Rugs, | \$2.50 and \$2.95 Rag Rugs

Fine grade Rag Rugs, made of hams: size 36x72 inches; in hit as miss designs, light or dark cold also 30x60 plain blue, brown, gold, Goldenberg's-Fourth Floor.

Waltke's Bath Soap, 2 Cakes for 9c Waltke's Bath Soap, Turkish Bath and Witch Hazel; good quality

#### Clearance of Millinery Knitting Classes Regular 75c White Organdy Discontinued for Drastic Underpricing of Trimmed Hats Three Days. Formerly Sold up to \$7.50-at Our Knitting Instructor will

be absent three days next week

day, July 24, and during this time our regular knitting

classes will be discontinued

Beginning Friday, July 25,

During the absence of the

instructor you are invited to make use of the department

\$1.00 and \$1.50

Stamped Dresses

The quantity is limited and will

not last all day. Better come early if you want to share the

savings. Ready-made and stamp-

ed dresses in various styles and

sizes for babies and little chil-

dren. Dresses of sheer nainsook,

in sizes 6 months to 1 year.

Repps and pique materials, in

sizes 3 to 5 years. Choice at

59c Stamped Dresses, 39c

Children's Ready-made and Stamp-ed Dresses, sheer white lawn, in as-sorted neat designs. Neatly made and require only embroidering to complete. Sizes, 1 to 2 years.

75c Stamped Dresses, 48c

Children's Ready-made and Stamped Dresses, fine quality, sheer white lawns, in sizes 2 to 6 years; also of pink chembray, in sizes 4 to 6

Assorted designs; neatly

and do your knitting here. Art Department-First Floor.

classes will again open.

Tuesday July 22, to Thurs-

40 Inches Wide, at 39c A Yard

A wonderful opportunity to secure high-class white fabrics is offered in this sale of beautiful white organdy which we obtained at a great concession and pass along to you at savings of nearly one-half the established price.

Under prevailing market conditions, these organdies could not be sold for less than 75c a yard. Exceptionally sheer, transparent grade, of cobwebby fineness and beautiful texture, made of superior combed yarns, perfect in weave and possessing laundering qualities that make this material so desirable for charming summer waists and frocks of white. 40 inches wide. Sale price, 39e yard.

## 89c White Chiffon Voile 58c Yard Full 45 Inches Wide, at 58c

A sale that will prove another sensation—beautiful, crispy, fresh new white Voiles, made of extra fine selected imported combed yarns, manufactured in the U. S. A. Exceptionally fine high count two-ply quality, richly mercerized, as soft and fine in texture as the costly georgette. Three features of outstanding importance are the super-fine quality, the extra width, and the

splendid washing quality. As the summer grows on the demand increases for white voiles-supply your

wash dresses from this sale tomorrow. \$1.00 White Organdy, 79c 40-inch White Organdy, a fine sheer transparent grade, that laun-ders perfectly. A beautiful white

for summer waists and \$1 White Gabardine, 79c 36-inch White Gabrdine, a rich, lustrous finish quality, yarn mer-cerized. A serade that will give

69c White Waistings, 49c 36 inch White Novelty Voile Waistings, extra fine sheer twoply quality, in mercerized stripes, checks, broken plaids and neat fig-

\$1.25 White Voile, 89c 40-inch White Chiffon Voile, a beautiful fine sheer two-ply quality, with handsome chiffon finish.

89c White Skirting, 69c 36-inch White Novelty Skirting, a heavy firm yarn mercerized grade gabardine grounds, with mercerized satin stripes. A novelty white fab-ric for suits and skirts.

\$3.50 English Longcloth, \$2.79

36-inch English Longcloth, a fine chamois finish grade for summer lingerie. Full 12 yards in each

89c White Pique, 69c 36-inch White Pique, a heavy close woven quality, with stylish raised welts. For making skirts,

69c White Batiste, 49c 44 inch White Mercerized Batiste, fine soft finish quality, for waists, dresses and lingerie.

\$1.50 White Mercerized Satin, \$1.25

32 inch White Mercerized Wash satin, a yarn mercerized fabric that closely resembles the all silk satin. Correct weight for stylish sports skirts and dresses.
Goldenberg's-First Floor.

# Boys' Blue Serge Suits Sold Regularly up to \$14.50 A Remarkable Underprice Sale Offering of Six Thousand Yards of Reduced to \$1



years, in belted and waist-line Norfolk models, with full-line and taped Knickerbocker pants. Guaranteed fast color and sunproof. Every suit well tailored and of splendid wearing quality. Tomorrow at

Boys' Leatherette Belts, in black. gray and tan: patent buckles: for boys from 6 to 15 years of 39c age. Worth 59c Worth 59c ..... Boys' Wash Suits, in Daddy, Billy Boy and Junior Norrolk mounts good with straight knee pants. Good quality corded madras, chambray and percale; mostly in dark colorings. Guaranteed washable; \$1.15 Boy and Junior Norfolk models, all with straight knee pants. Good sizes 3 to 7 years ..... First Floor.

Boys' Two-piece Pajamas, of soisette. in pink, white and light blue: sizes 6 to 16 years. Worth 95c terns; summer weight .....

Boys' Blouse Waists, and sport collar and short eibow length sleeves. In white, cream, tan and light striped effects. Sizes 6 950 to 14 years ......

Boys' Knickerbocker Pants, of pure linen, gray crash, white duck and tan panama cloth; sizes \$1.39

Boys' and Children's Summer Hats, Rah Rah and rolling brim models; of various kinds of cotton materials and colorings; suitable for children from 2 to 7 years of 29c of age. Values worth 53c.. Goldenberg's-Third Floor,

### Plaid Dress Ginghams Worth 50c yard, at 39c

200 pieces of 32-inch Plaid Dress Ginghams, in a large assortment of this season's newest and choicest colorings and styles, such as checks, stripes and plain colors. Nothing more desirable for women's and children's wear. Warranted fast

39c Percales, 29c 32-inch Percales; light grounds in a large variety of checks, stripes, dots and figures. A fine soft-finish | and checks.

50c Kiddie Cloth, 39c

32-inch Kiddie Cloth: dark grounds, in navy blue, Copenhagen, tan, brown, green, etc. In stripes and checks. A heavy, firm-woven grade, for men's and boys' shirts, women's and children's wear. Warranted fast colors.

and children's grade, especially desirable for boys' wash suits, women's and children's dresses. Guaranteed fast colors.

Goldenberg's—First Floor,

#### 3,000 Yds. of 59c, 79c and 98c Cretonnes and Reps at 37c a Yard

The most wanted styles for summer home decorations, draperies, curtains, etc. A clean-up of a manufacturer's mill ends of high-grade materials, in lengths ranging from 2 to 8 yards, and as many as 50 yards of most every one of the beautiful patterns. These are Washable Cretonnes and Mercerized Repps of exceptionally fine, heavy grade and all are 36 inches wide. Colors warranted fast.

Here for your selection are handsome bird, floral, striped, woodland and tapestry designs, in almost every color and combination. First Floor-Bargain Tables,

#### Men's Regular 29c Lisle Hosiery 17c Pair

Men's Gauze Lisle Hosiery, with double heel, toe and sole, in black, white cordovan, tan and gray. Because of slight manufacturer's imperfections we bought them to sell at 17c

89c Sota Cushions at 59c

Sofa Cushious, sizes 20x26 and 22x22, covered with fine quality white cambric, filled with soft, fluffy

Summer Corsets At Lowest Prices

#### American Lady Corsets, of white brocaded material; topless and medium bust models with heavy hose supporters; sizes 19 Special lot of Corsets, including several popular makes, of pink and white materials; well boned; assort ed models; mostly all Sizes .... De Bevoise Brassieres, of fine

quality white batiste, lace trimmed; square neck and under-arm shields; all sizes; perfect fitting -First Floor. Goldenberg's-Third I'loor.

Bungalow Aprona at

Women's Bungalow Aprens, of good quality neat light and medium color percale; made with wide belts. cuff sleeves and nockets sizes. Goldenberg .- Third

## Goldenberg's-First Floor. Dresses Specially Priced

Little Girls' Summer Dresses of colored lawns and white voiles, trimmed with plain colors. Large assortment of new and stylish models, high-waisted effects, with pretty collars, cuffs and sashes; full skirts with deep hems; broken sizes. Values worth from \$2.98 to \$5.98; priced at

\$1.98 to \$3.98

### \$1.89 Seamless 81x90 Double-bed Size Sheets \$1.49

They're made for service, of one of the best wearing sheetings on the market today. A special purchase of a lot of sheets classed as "run-of-the-mill," because of trivial defects, brings this fine chance to save money on sheets of standard quality. 81x90 inches; full double-bed size; heavy round-thread grade; free from starch or dressing.

\$2.25 Bleached Sheets, \$1.89

extra heavy, round thread sheeting cotton; double bed size. Finished with deep hems.

45c Pillowcases, 35c 42x36 Bleached Pillowcases, firm quality, free from starch or ing. Hand torn and ironed.

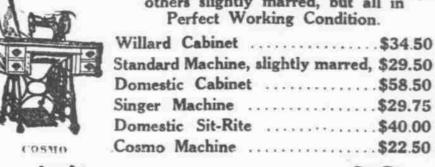
double-bed size; perfect quality 30c Bleached Cotton, 25c 36-inch Bleached Cotton, fine close woven, soft finish quality, for under

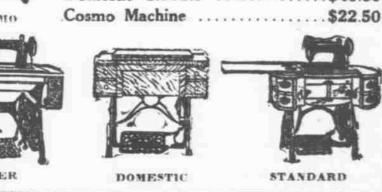
## Little Girls' Summer Scrimor Marquisette Curtains Worth \$2.50 Pair, at \$1.69

Pretty Scrim Curtains, with deep lace insertions, some three-piece sets, consisting of a pair of curtains and valance. Also mercerized Marquisette Curtains, with deep hemstitched hem. All 21/4 yards long, correct sill length.

\$3.00 Summer Curtains, \$1.95 Pair Pretty snowflake Summer Curtains, green or ecru color grounds, with blue, rose, brown, or green stripes. 40 inches wide and 2% yards long. Goldenberg's—Fourth Floor.







\$1x90 Seamless Bleached Sheets.

\$3.00 Bedspreads, \$2.39

\$4.50 Bedspreads, \$3.59 Crochet Bedspreads in heavy used Marseilles patterns; full

39c Unbleacher Sheeting, 36-inch Unbleached Sheeting Cot-

STANDARD

Pin Cubes, assorted kinds; 10c Tape Measures, 60 in. long: 3c metal tipped ..... Wash Cleths, honeycomb and turkish knitted kinds; factory seconds of regular 10c, 12c and 6c 15c kinds ......

heavy nickeled finish; two 10c card; simple and pracsimple and prac- 5c Nickel Safety Pins, assorted 5C sizes; one dozen on card .... Nassau Basting Cotton, spools; good quality and full 4c strength; assorted numbers ... Snap Fasteners, black or white; one dozen on card; regular 7C 5c kinds. Two cards for ..... 7C

Belts, each .

neatly made

Crochet Bedspreads, full double bed size; in Marseilles designs. Goldenberg's-First Floor.

ton, a heavy close woven, round thread qualtiy, for making sheets.

Goldenberg's-Fourth Floor.